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appending the stored record of the user request with the unique, non-URL
identifier associated with the content object included within the generated Web page.

9.   (Amended) A method of associating dynamically generated Web page
content with a user who requests a Web page from a Web server, wherein the user makes the
Web page request via a Web client in communication with the Web server, the method
comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes
first and second content objects having respective unique, non-URL first and second
identifiers associated therewith, wherein the unique, non-URL first and second identifiers are
generated via a hashing function, comprising the steps of:

retrieving a layout template for the requested Web page, wherein the
layout template defines how content objects are displayed within the requested
Web page;

retrieving the first and second content objects; and

combining the first and second content objects and the layout template
to produce the requested Web page;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the first and second
unique, non-URL identifiers associated with the first and second content objects included
within the generated Web page.

13.   (Amended) A method of collecting information about the preferences
of Web site visitors comprising the step of:

associating dynamically generated Web page content with a user who requests
a Web page from a Web server via a Web client in communication with the Web server,
comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes a content object having a unique, non-URL identifier associated therewith, wherein the unique, non-URL identifier is generated via a hashing function;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the unique, non-URL identifier associated with the content object included within the generated Web page.

20.   (Amended) A system for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes a content object having a unique, non-URL identifier associated therewith, wherein the unique, non-URL identifier is generated via a hashing function;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the unique, non-URL identifier associated with the content object included within the generated Web page.

28.   (Amended) A system for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique, non-URL first and second identifiers associated therewith, wherein the unique, non-URL first and second identifiers are generated via a hashing function, comprising:

means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

means for retrieving the first and second content objects; and

means for combining the first and second content objects and the layout template to produce the requested Web page;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the first and second unique, non-URL identifiers associated with the first and second content objects included within the generated Web page.

32.   (Amended) A system for collecting information about the preferences of Web site visitors comprising:

means for associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes a content object having a unique, non-URL identifier associated therewith, wherein the unique, non-URL identifier is generated via a hashing function;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the unique, non-URL identifier associated with the content object included within the generated Web page.

39.   (Amended) A computer program product for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes a content object having a unique, non-URL identifier associated therewith, wherein the unique, non-URL identifier is generated via a hashing function;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique, non-URL identifier associated with the content object included within the generated Web page.

47.   (Amended) A computer program product for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique, non-URL first and second identifiers associated therewith, wherein the unique, non-URL first and second identifiers are generated via a hashing function, comprising:

computer readable program code means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

computer readable program code means for retrieving the first and second content objects; and

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           computer readable program code means for combining the first and second content objects and the layout template to produce the requested Web page;

           computer readable program code means for serving the generated Web page to the Web client; and

           computer readable program code means for appending the stored record of the user request with the unique, non-URL first and second identifiers associated with the first and second content objects included within the generated Web page.

     51.   (Amended) A computer program product for collecting information about the preferences of Web site visitors, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

           computer readable program code means for associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server, comprising:

           computer readable program code means for storing a record of the user request within a Web server log;

           computer readable program code means for generating the requested Web page, wherein the generated Web page includes a content object having a unique, non-URL identifier associated therewith, wherein the unique, non-URL identifier is generated via a hashing function;

           computer readable program code means for serving the generated Web page to the Web client; and

           computer readable program code means for appending the stored record of the user request with the unique, non-URL identifier associated with the content object included within the generated Web page.